Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A data processing and communication method for providing commercial services over a wireless communication network to at least one user utilizing a mobile communication device (MCD), the method comprising:

(a) ~~at a service control system, receiving a selection of a service offered by a service provider, the service selected by the at least one user in response to a trigger event~~ at a service control system, receiving subscription information, from the at least one user, wherein the subscription information includes an agreement to receive offers at the mobile communication device;

(b) ~~confirming a purchase of said service by the at least one user~~ providing, to the MCD, a message including an offer for one or more services offered by a service provider, wherein providing the offer is not in response to a request, selection, or identification for a service that was received from the MCD;

(c) at the service control system from the MCD, receiving an acceptance of the offer;

(d) obtaining, by the service control system, payment for said service from the at least one user; and

~~(d)~~ (e) transmitting a unique confirmation code to the at least one user confirming purchase of said service;

wherein, when performing at least steps (b), (c), and (e) ~~(a) and (d)~~, the service control system communicates with the mobile device using at least one of a short message service (SMS) protocol and a multimedia message service (MMS) protocol~~, and wherein the user is not logged in to the service control system during the performance of any of steps (a)-(d)~~.

2. (Currently amended) The data processing and communication method of claim 1, <u>wherein the offer is provided to the MCD in response to a physical location of the MCD</u> ~~further comprising the step of: (e) prior to said step (b), selecting by the at least one user, at least one service parameter for said service~~.

3-6. (Canceled)

7. (Currently Amended) The data processing and communication method of claim ~~6~~<u>1</u>, wherein ~~said step (j)~~ <u>(a)</u> further comprises ~~the step of~~:

~~(k)~~ providing user information representative of the at least one user to the service control system.

8. (Currently Amended) The data processing and communication method of claim ~~6~~<u>1</u>, wherein ~~said step (j)~~ <u>(a)</u> further comprises ~~the step of~~:

~~(l)~~ selecting of at least one payment type by the at least one user such that payment is obtained at said step (c) utilizing one of said selected at least one payment type.

9. (Currently Amended) The data processing and communication method of claim ~~6~~<u>1</u>, wherein ~~said step (j)~~ <u>(a)</u> further comprises ~~the step of~~:

~~(m)~~ selecting of at least one default preference for said service program.

10. (Currently Amended) The data processing and communication method of claim ~~4~~<u>1</u>, wherein said step ~~(d)~~<u>(e)</u> further comprises the step of

~~(n)~~ transmitting to the at least one user, information representative of said purchased service and instructions for claiming said purchased service.

11. (Currently Amended) The data processing and communication method of claim 1, further comprising the steps of

~~(o)~~ after said step ~~(d)~~<u>(e)</u>, and when the at least one user decides to claim said purchased service, presenting said confirmation code by the at least one user to a service representative at a service claim location;

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so that (p) verifying, by the service representative using a local communication device communicating with said service control system, can verify validity of said confirmation code; and (q) if said confirmation code is valid, provide providing the purchased service to the user.

12-14. (Canceled)

15. (Original) The data processing and communication method of claim 1, wherein said service comprises at least one service selected from the following group: movies, concerts, cultural events (theater, opera, museums, performance art), sporting events, zoos, amusement parks, premium speaking engagements, travel tickets (airline, train, bus, ship), car rentals, hotel rooms, and parking.

16-28. (Canceled)

30. 29. (Currently Amended) The data processing and communication method of claim 1, wherein the control system receives the acceptance of the offer selection of the service offered via a first message sent to a first phone number associated with the control system, and wherein the unique confirmation code is sent via a second message transmitted to a second phone number associated with the user.

31. 30. (Canceled)

32. 31. (Currently Amended) The data processing and communication method of claim 69, wherein the at least one default preference includes a specification of whether or not the control system should request identity verification prior to processing a purchase of said service.

33. 32. (Currently Amended) The data processing and communication method of claim 4, further comprising:
    advertising, in media or online, a keyword for specific services in order for the user to use in creating a trigger event or in selecting said service.

~~34.~~ 33. (Currently Amended) The data processing and communication method of claim 11, wherein the same unique confirmation code is used by the user for claiming two or more different services.

~~35.~~ 34. (Currently Amended) The data processing and communication method of claim 1, further comprising:

provided to the user a readable information device ~~unique tag~~ identifying the user as subscribing to a particular service; and

linking ~~having some~~ information ~~linked~~ to the readable information device ~~unique tag identification~~.

~~36.~~ 35. (Currently Amended) The data processing and communication method of claim 1, further comprising transmitting, to the user, a time until which the selected service is valid.

~~37.~~ 36. (Currently Amended) A computer program product comprising a computer readable medium encoded with program code for controlling operation of a computer system to provide commercial services over a wireless communication network to at least one user utilizing a mobile communication device, the program code including:

code for receiving, at a service control system, ~~a selection of a service offered by a service provider, the service selected by the at least one user in response to a trigger event~~ subscription information, from the at least one user, wherein the subscription information includes an agreement to receive offers at the mobile communication device;

code for ~~confirming a purchase of said service by the at least one user~~ providing, to the MCD, a message including an offer for one or more services offered by a service provider, wherein providing the offer is not in response to a request, selection, or identification for a service that was received from the MCD;

code for receiving, at the service control system from the MCD, an acceptance of the offer;

code for obtaining, by the service control system, payment for said service from the at least one user; and

code for transmitting a unique confirmation code to the at least one user confirming purchase of said service;

wherein, when performing at least steps (b), (c), and (e) ~~(a) and (d)~~, the service control system communicates with the mobile device using at least one of a short message service (SMS) protocol and a multimedia message service (MMS) protocol~~, and wherein the user is not logged in to the service control system during the performance of any of steps (a)-(d)~~.

~~38.~~ 37. (Currently Amended) The computer program product of claim ~~37~~ 36, wherein the program code further includes:

code for receiving said confirmation code from the at least one user to a service representative at a service claim location when the at least one user decides to claim said purchased service

code for verifying, by the service representative using a local communication device communicating with said service control system, validity of said confirmation code; and

code providing the purchased service to the user when said confirmation code is valid.

~~39.~~ 38. (Currently Amended) The computer program product of claim ~~38~~ 37, wherein the program code further includes:

code for marking, at the service control system, the confirmation code as claimed to prevent future utilization of said confirmation code to claim said purchased service.

~~40.~~ 39. (Currently Amended) The computer program product of claim ~~38~~ 37, wherein the program code further includes code for receiving the same unique confirmation code from the user for claiming two or more different services.

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41. 40. (Currently Amended) The computer program product of claim 37 36, wherein the program code further includes code for transmitting, to the user, a time until which the selected service is valid.

42. 41. (Currently Amended) The computer program product of claim 37 36, ~~wherein the program code further includes: code for receiving a subscription, by the at least one user, to a service program offered by said service provider prior to receiving, at a service control system, a selection of a service~~ wherein the subscription information further includes at least one default preference, and wherein the at least one default preference includes a specification of whether or not the control system should request identity verification prior to processing a purchase of said service.

42. (New) A data processing and communication method for providing commercial services over a wireless communication network to at least one user utilizing a mobile communication device (MCD), the method comprising:

(a) providing, to a service control system, subscription information, by the at least one user, wherein the subscription information includes an agreement to receive offers at the mobile communication device;

(b) receiving, at the mobile communication device, a message including an offer for one or more services offered by a service provider, wherein the offer is not received in response to a request, selection, or identification for a service that was sent from the MCD;

(c) providing, to the service control system from the mobile communication device, an acceptance to the offer;

(d) receiving, by the at least one user, a unique confirmation code confirming purchase of said service subsequent to the service control system obtains payment for said service from the at least one user,

wherein, when performing at least steps (a) and (d), the service control system communicates with the mobile device using at least one of a short message service (SMS) protocol and a multimedia message service (MMS) protocol.

43. (New) The data processing and communication method of claim 42, further comprising selecting, by the at least one user, at least one service parameter for said service.

44. (New) The data processing and communication method of claim 43, wherein said at least one service parameter comprises at least one of: grade of service, and quantity of service.

45. (New) The data processing and communication method of claim 42, wherein the offer is received by the MCD in response to a physical location of the MCD.